



Speak Up for Change! –

Youth Advocacy
Campaign Lab



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I have something to say.

I agree with that.

I disagree with that.

I have an idea.

I thought of something.

Objective:

To equip young people (ages 13–18) with the skills and confidence to design and deliver an advocacy campaign that promotes action on climate change, human rights, or democracy.



Duration:

2 sessions (each 90 minutes)

Materials Needed:

- Flipcharts or whiteboard
- Markers, pens, post-its
- Internet-enabled devices (optional)
- "Sailing Away" planning sheets
- Advocacy Triangle template

Learning Outcomes:

By the end of this activity, participants will be able to:

- Understand the foundations of effective advocacy.
- Identify a personal or collective cause related to climate, rights, or democracy.
- Create a basic advocacy campaign plan.
- Practice persuasive communication techniques (e.g., public speaking, social media messaging).
- Present their campaign idea to a peer audience or decision-makers.

SESSION 1: Discover & Design

01 Icebreaker – Stand Up for Change

Briefly introduce the topic of advocacy and the session goals. Show the video ([Voices for Change: Youth Advocacy in Action](#)).

Instructions for Icebreaker:

1. Participants write down an issue they want to change or are passionate about.
2. One by one, participants read their topics, with others standing if they have similar concerns.
3. After all participants stand, they sit down, and the class discusses how to address one of the popular topics raised.

02 Real-World Inspiration: The Beach Towel Revolt

In Greece, citizens began a peaceful protest against the privatization of public beaches. The “Beach Towel Movement” started when residents and tourists were denied free access to beaches by businesses charging high fees for sunbeds. In response, protesters showed up with just their towels and occupied the beach space. The movement spread across the country and sparked a public conversation about access to natural resources and citizens' rights.

03 The Advocacy Triangle

Participants draw the triangle:

Message – What do you want to change?

Audience – Who do you need to reach?

Action – What do you want them to do?

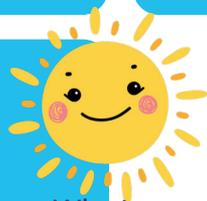
04 Campaign Brainstorm – Sailing Away

Use the Sailing Away worksheet from the booklet to develop each group's campaign idea:

- Platforms to use (e.g., social media, posters, events)
- Barriers and allies
- Roles and timeline

05 Pitch Practice

Each group shares a short “elevator pitch” of their campaign to the rest of the group.



What platforms can we use?

WHAT IS MY ADVOCACY CAMPAIGN IDEA?

How are we going to do it?

What actions to do?



Who or what could blow us off course?

What could hold us back?



Who needs to be on board?
What resources do we already have onboard?

SESSION 2:

Build & Present

01 Communication Power-Up

Use the infographic to explain that effective advocacy messages contain four key elements: clear, emotional, urgent and hopeful. Watch the [video](#). Participants will practice communication by writing a mini-speech of 3–5 sentences addressing why they care about the issue and what action they want others to take. They will present their messages in pairs, and reflect on what made their messages impactful.

02 Campaign Creation

Groups develop campaign materials:

- Posters or flyers
- Short speeches or video outlines
- Hashtag & social media post drafts
- A petition or event plan

They should include:

- Title/slogan
- Main message
- Target audience
- Call to action

03 Campaign Implementation

Participants take the first step to launch or share their campaign. This might include:

- Starting a petition using platforms like Change.org
- Organizing a mini action (e.g. local beach clean-up, Climate Diet Challenge, Green Your School)

Encourage documentation (photos, videos, screenshots) to track and celebrate progress.

04 Reflection & Next Steps

Use group discussion or journals to reflect:

- What did I learn about speaking up and creating change?
- Would I continue this campaign after today?
- What support would help me move forward?

05 Campaign Presentation

Groups share their campaign with peers.

Student Worksheet

WHAT IS MY ADVOCACY CAMPAIGN IDEA?



What
platforms
can we use?



Who or what
could
blow us off
course?

What
actions
to do?

How are
we going
to do it?

What could
hold us back?

Who needs to be on board?

What resources do we
already have onboard?



IDEALS



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